**MEMORANDUM**

DATE: April 18, 2015

TO: Wendong Li, teacher of BUPT

FROM: Yue Xu, student of BUPT

SUBJECT: **The relationship between emotions and customers’ activities**

**INTRODUCTORY SUMMARY**

Emotions, includes varies in mental and physical, is a feeling which is different from perceive or willing. It is in flux. In the 21st century, it is more important to develop the relationship between emotions and customers’ activities since the 3rd industry is booming.

**FACTORS THAT CAN INFLUENCE CUSTOMERS’ EMOTIONS**

**A: Individual factors**

It is easy to find that everyone has a different impact on emotions to consumption. Varieties of consumers have varieties emotional responses at the same consumption time. Through investigations we found that the younger can be more angrily and aggressive and females will suffer more than males.

**B: Environmental factors**

Environmental factors include shop environment, such as colors, lights, sounds, products display, assistants’ service rates and manners. These factors will affect customers’ emotional reaction and [purchasing](javascript:void(0);) [behavior](javascript:void(0);). Through investigations we ensured the level of quiet, assistants’ service rates, assistants’ uniform and the smell of shop can lead customers generate positive or negative emotion.

**C: Product factors**

Through investigations we ensured negative emotion generated from necessities will affect customers’ perception to risks. Otherwise, luxury can arouse positive emotion so that it can reduce risks aroused from customers’ buying and found that not only the online shop’s design dimensional, but also the type of product can affect customers’ emotion through investigating to online shop.

**D: Cultural factors**

Cultural factors can affect customers’ emotion and expressions. Through investigations we found that low task environment has a positive effect on level of happiness of American customers, but Chinese not the same. This shows that same Stimulant can cause different emotional reaction to customers in different cultural background.

**CUSTOMERS’ EMOTION AND ACTIVITIES IN SERVICE REMEDY**

In highly interactive and highly conflict service environment , positive and negative emotions always accompanied with customers’ activities. Customers will determine whether it is fair or not by factors in service environment such as environment and assistants manners, etc.

**A: Customers’ emotions and activities after failure of service**

Customers’ satisfaction has been affected by emotion after service failure. Through investigations we found that when service failure occurred, negative influence not only involved economic cost of customer, but also influent emotional input of customer and in different industry background, emotional reaction has different impact on customers’ satisfaction to the same service.

**B: Emotions and customers’ activities in process of service remedy**

According to social exchange theory, the customer who encountered service failure will seek more balance on resource positively, not only for physical makeup, but also emotional makeup. From the existing research, bachelors’ research mainly around the relationship between customers’ emotion and perceived justice and service remedy. Through investigations we found that in the process of service remedy, customers’ emotion and perceived justice can influence each other and effective service remedy can make up the lost of customers to some extent so that it can reduce the negative emotions and effects generated after service failure.

**CONCLUSION**

By reviewing research in the past, we found that bachelors achieved a large number of research results around customers’ emotion in service event. Combined with these results , I think we can do more research in two aspects:

On the one hand, do customers bad mood will infect assistants, and assistants infect customers.

On the other hand, how can we use the method of foreign countries to analysis Chinese research.

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